

Receipt

TRANSMITTAL LETTER			Case No: 9623/334
Serial No. 09/911,674	Filing Date July 24, 2001	Examiner Melanie A. Kemper	Group Art Unit 3622
Inventor(s) Darren J. Davis et al.			
Title of Invention SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE			



TO THE COMMISSIONER FOR PATENTS

Transmitted herewith is: Transmittal Letter (in duplicate); Request for Corrected Filing Receipt; copy of Filing Receipt and post card evidencing receipt.

- ☐ Small entity status of this application under 37 CFR § 1.27 has been established by verified statement previously submitted.
- ☐ A verified statement to establish small entity status under 37 CFR §§ 1.9 and 1.27 is enclosed
- ☐ Petition for a _____ month extension of time.
- ☐ No additional fee is required.
- ☐ The fee has been calculated as shown below:

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SEP 04 2002

GROUP 3600

	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra
Total		Minus		
Indep.		Minus		
First Presentation of Multiple Dep. Claim				

Small Entity

Rate	Add'l Fee
x \$9=	
x 39=	
+\$130 =	
Total add'l fee	\$

or

Other Than Small Entity

Rate	Add'l Fee
x \$18=	
x \$78=	
+\$260=	
total add'l fee	\$

- ☐ Please charge Deposit Account No. 23-1925 (BRINKS HOFER GILSON & LIONE) in the amount of \$_____. A duplicate copy of this sheet is enclosed.
- ☐ A check in the amount of \$_____ to cover the filing fee is enclosed.
- ☒ The Commissioner is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this communication or credit any overpayment to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.
- ☒ I hereby petition under 37 CFR § 1.136(a) for any extension of time required to ensure that this paper is timely filed. Please charge any associated fees which have not otherwise been paid to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

John G. Rauch

John G. Rauch
Registration No. 37, 218
Attorney for Applicants

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P.O. BOX 10395
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I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, Washington, D.C. 20231, on August 13, 2002.

Date: 8/13/02 Signature: *John G. Rauch*

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I hereby certify that this correspondence is being deposited with the United States Postal Service, with sufficient postage, as first class mail in an envelope addressed to: Commissioner for Patents, Washington, D.C. 20231 on

August 13, 2002

Date of Deposit

John G. Rauch, Reg. No. 37,218

Name of applicant, assignee or
Registered Representative

John G. Rauch

Signature

8/13/02

Date of Signature

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SEP 04 2002
GROUP 3600

Our Case No. 9623/334

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Darren J. Davis et al.

Serial No.: 09/911,674.

Filing Date: July 24, 2001

For: SYSTEM AND METHOD FOR
INFLUENCING A POSITION ON A SEARCH
RESULT LIST GENERATED BY A
COMPUTER NETWORK SEARCH ENGINE

Examiner: Melanie A. Kemper

Group Art Unit: 3622

REQUEST FOR CORRECTION OF FILING RECEIPT

Commissioner of Patents
Washington, D.C. 20231

Attention: Application Processing Division
Customer Correction Branch

Sir:

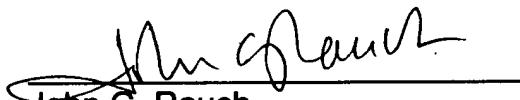
Applicant requests the issuance of a corrected filing receipt (copy enclosed)
for the above-referenced patent application, and in support of this request
respectfully states:

This Application is a Con. of 09/322,677 05/28/1999 Pat. No. US 6,269,361

Please correct the priority application Serial Number that is
incorrectly listed on the Filing Receipt as 08/322,677 to the correct Serial No.
09/322,677 which is now issued US Patent No. US 6,269,361 B1.

No fees are believed to be required for this correction. However, if a fee is
deemed necessary, The Commissioner is hereby authorized to charge any fees as
required to Deposit Account No. 23-1925. A duplicate copy of this sheet is
enclosed.

Respectfully submitted,


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UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS
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WASHINGTON, D.C. 20231
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APPLICATION NUMBER	FILING DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	DRAWINGS	TOT CLAIMS	IND CLAIMS
09/911,674	07/24/2001	2165	1018	9623.334	9	67	9

CONFIRMATION NO. 4854

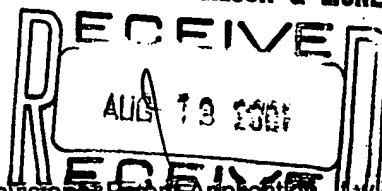
FILING RECEIPT



OC000000006403664

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BRINKS HOFER GILSON & LIONE



Date Mailed: 08/09/2001

Receipt is acknowledged of this nonprovisional Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to include the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Customer Service Center. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

Applicant(s)

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SEP 04 2002
GROUP 3600

Assignment For Published Patent Application

GoTo.com.;

Domestic Priority data as claimed by applicant

THIS APPLICATION IS A CON OF 08/322,677 (10/13/1994) PAT 5,677,272 *
(*) Data inconsistent with PTO records.

Foreign Applications

05/28/1999

If Required, Foreign Filing License Granted 08/06/2001

Projected Publication Date: 11/15/2001

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

System and method for influencing a position on a search result list generated by a computer network search engine

Preliminary Class

707

Data entry by : AMARE, TSION

Team : OIPE

Date: 08/09/2001

| 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 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2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032 2033 2034 2035 2036 2037 2038 2039 2040 2041 2042 2043 2044 2045 2046 2047 2048 2049 2050 2051 2052 2053 2054 2055 2056 2057 2058 2059 2060 2061 2062 2063 2064 2065 2066 2067 2068 2069 2070 2071 2072 2073 2074 2075 2076 2077 2078 2079 2080 2081 2082 2083 2084 2085 2086 2087 2088 2089 2090 2091 2092 2093 2094 2095 2096 2097 2098 2099 2100 2101 2102 2103 2104 2105 2106 2107 2108 2109 2110 2111 2112 2113 2114 2115 2116 2117 2118 2119 2120 2121 2122 2123 2124 2125 2126 2127 2128 2129 2130 2131 2132 2133 2134 2135 2136 2137 2138 2139 2140 2141 2142 2143 2144 2145 2146 2147 2148 2149 2150 2151 2152 2153 2154 2155 2156 2157 2158 2159 2160 2161 2162 2163 2164 2165 2166 2167 2168 2169 2170 2171 2172 2173 2174 2175 2176 2177 2178 2179 2180 2181 2182 2183 2184 2185 2186 2187 2188 2189 2190 2191 2192 2193 2194 2195 2196 2197 2198 2199 2200 2201 2202 2203 2204 2205 2206 2207 2208 2209 2210 2211 2212 2213 2214 2215 2216 2217 2218 2219 2220 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Title 37, Code of Federal Regulations, 5.11 & 5.15**

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NOT GRANTED

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

PLEASE NOTE the following information about the Filing Receipt:

- The articles such as "a," "an" and "the" are not included as the first words in the title of an application. They are considered to be unnecessary to the understanding of the title.
- The words "new," "improved," "improvements in" or "relating to" are not included as first words in the title of an application because a patent application, by nature, is a new idea or improvement.
- The title may be truncated if it consists of more than 500 characters (letters and spaces combined).
- The docket number allows a maximum of 25 characters.
- If your application was submitted under 37 CFR 1.10, your filing date should be the "date in" found on the Express Mail label. If there is a discrepancy, you should submit a request for a corrected Filing Receipt along with a copy of the Express Mail label showing the "date in."
- The title is recorded in sentence case.

Any corrections that may need to be done to your Filing Receipt should be directed to:

Assistant Commissioner for Patents
Office of Initial Patent Examination
Customer Service Center
Washington, DC 20231



UNITED STATES PATENT AND TRADEMARK OFFICE

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 WASHINGTON, D.C. 20231
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Bib Data Sheet

CONFIRMATION NO. 4854

SERIAL NUMBER 09/911,674	FILING DATE 07/24/2001 RULE	CLASS 707	GROUP ART UNIT 3622	ATTORNEY DOCKET NO. 9623.334
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APPLICANTS

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 Larry Greco, Glendale, CA;
 Tod E. Kurt, Pasadena, CA;
 Thomas Kwong, Temple City, CA;
 Jonathan C. Lee, Culver City, CA;
 Ka Luk Lee, San Gabriel, CA;
 Preston Pfarner, Pasadena, CA;
 Steve Skovran, Pasadena, CA;

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 SEP 04 2002
 GROUP 3600

** CONTINUING DATA *****

THIS APPLICATION IS A CON OF 09/322,677 05/28/1999 PAT 6,269,361

** FOREIGN APPLICATIONS *****

IF REQUIRED, FOREIGN FILING LICENSE GRANTED

** 08/06/2001

Foreign Priority claimed <input type="checkbox"/> yes <input type="checkbox"/> no 35 USC 119 (a-d) conditions met <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after Allowance Verified and Acknowledged Examiner's Signature _____ Initials _____	STATE OR COUNTRY CA	SHEETS DRAWING 9	TOTAL CLAIMS 67	INDEPENDENT CLAIMS 9
--	-------------------------------	----------------------------	---------------------------	--------------------------------

ADDRESS

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 CHICAGO ,IL 60610

TITLE

System and method for influencing a position on a search result list generated by a computer network search engine

FILING FEE RECEIVED 1018	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:	<input type="checkbox"/> All Fees
		<input type="checkbox"/> 1.16 Fees (Filing)
		<input type="checkbox"/> 1.17 Fees (Processing Ext. of time)
		<input type="checkbox"/> 1.18 Fees (Issue)
		<input type="checkbox"/> Other _____

	<input type="checkbox"/> Credit
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